



Health Enterprises, Inc.

ACU-LIFE

ADVANCED MANUFACTURING SUMMIT HEALTH ENTERPRISES, INC: EXPORT SUCCESS STORY

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HEALTH ENTERPRISES, INC.**



Health Enterprises, Inc.

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Agenda

- Overview of Health Enterprises, Inc.
- Exporting – factors to consider
- Identifying potential partners
- Results

Health Enterprises is leading manufacturer of niche consumer health products; which we sell under our Acu-Life and Private Label brands.

- Private company, small business, family owned & operated since 1973

We are committed to:

- Developing innovative, consumer preferred products
- Staying focused on niche categories
- Delivering operational excellence
- Partnering with our distributors and retail customers to help them achieve strong growth

Why Export?

- Exporting is profitable
- 95% percent of the world's consumers live outside the United States
- Foreign competition is increasing domestically
- Exporting helps businesses learn how to compete more successfully

Why Export?

- Diversify risk - smooth your business cycles
- Use production capabilities fully
- Patriotic duty – exports help to stimulate the economy and create jobs!

Factors To Consider

Company Factors

- Newness of company to exporting
- Size of company
- Width of product line
- Financial commitment
- Level of risk tolerance

Product

- Price & profit margin
- Servicing requirements
- Technical expertise required to make sale
- Familiarity of market with product

Factors to Consider

Target Market

- Nature, size and distribution of customers
- Needs, requirements & preferences of customers
- Market access
 - Physical
 - Non-physical

Government Policies

- Barriers to trade
 - Tariffs
 - Quotas
- Registration requirements
- Currency controls
- Employment laws

IDENTIFYING POTENTIAL PARTNERS

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- Direct solicitation by interested parties
- Referrals from current customers, industry/professional organizations, network contacts, ect.
- Tradeshow/events
- Market research
 - Competitive brands
 - Non competitive brands

IDENTIFYING POTENTIAL PARTNERS

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- Government assistance
 - MassExport Center
 - Export training (seminars, events, webinars)
 - Counseling/ market research/ international partner searches
 - M.O.I.T.I/S.B.A.
 - Grant funding
 - Tradeshows/ match-making
 - U.S. Commercial Service
 - Gold Key Service
 - Tradeshows/ market research

- Distribution in 50+ countries
- Awards:
 - *Commercial News USA* Consumer Goods “Exporter of the Year”
 - M.A.I.B. “Ambassador’s Award”
 - President’s “E Award”

Questions?